

## عنوان مقاله:

Devising a model on the relationship between satisfaction, experience, trust, perceived fit and brand loyalty to Iranian tires

## محل انتشار:

اولین کنفرانس بین المللی حماسه سیاسی (با رویکردی بر تحولات خاورمیانه) و حماسه اقتصادی (با رویکردی بر مدیریت و حسابداری) (سال: 1392)

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## خلاصه مقاله:

Today, brand discussion is highly paid attention by companies and market agents. Different factors impact on brand and, as a result, increase in sale and profit including customers' loyalty to brand. Present paper aims at studying the impact of brand experience, trust and satisfaction on brand loyalty to Barez Tire Company in the city of Kerman as well as providing a model in this regard. Research population consists of all Barez Tire consumers in Kerman. The volume of the sample was 171 for which simple random sampling was used. Data collection tool was a standard questionnaire and for measuring its reliability, Chronbach's alpha was used. Present research is an applied one in terms of purpose and it is a descriptive and correlative one in terms of acquiring needed data. To analyze data, confirmatory factor analysis (CFA) and structural equation model (SEM) in SPSS and LISREL software were used. The findings indicate that brand experience, brand trust, and brand satisfaction impact on brand loyalty to Barez Tire .Brand in the city of Kerman significantly. Noteworthy, the impact by brand satisfaction is higher than other variables

## کلمات کلیدی:

brand experience, brand trust, brand satisfaction, brand loyalty

## لینک ثابت مقاله در پایگاه سیویلیکا:

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